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EXPEDITED PROCEDURE
EXAMINING GROUP 2166
PATENT 740388-0020

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re PATENT application of:)
)
Lawrence F. GLASER) Art Unit: 2166
)
Application No.: 09/270,710) Examiner: Alexander KALINOWSKI
)
Filed: March 16, 1999)
)
For: METHOD OF EMBEDDING ADVERTISEMENTS)
IN COMMUNICATION)

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Technology Center 2100

REPLY UNDER 37 C.F.R. 1.116

Commissioner of Patents
Washington, D.C. 20231

February 6, 2002

Dear Sir:

In response to the Examiner's Final Office Action mailed November 6, 2001, please consider the following amendments and remarks in connection with the above-identified application.

IN THE CLAIMS:

Please amend claims 1, 2, 3, 10, 16, 20, and 21 as follows:

1. (Twice Amended) A method of transmitting an advertisement from a sending party to a receiving party comprising the steps of:

initiating a communication from a user-managed data processing system associated with and local to the sending party;

associating a preselected advertisement with said communication within the user-managed data processing system associated with the sending party; and

transmitting said communication with said preselected advertisement embedded therein to the recipient.